

Message Text

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TAGS: OEXC, YO (HAGLER, JAMES)

SUBJECT: AMERICAN SPECIALIST JAMES HAGLER: SUPPORTS COUNTRY PLAN
OBJECTIVE NO. 3

1. JAMES HAGLER, EXECUTIVE DIRECTOR, IMI, VISITED YUGOSLAVIA
DECEMBER 2 TO 15. MAJOR PART OF VISIT IN ZAGREB WHERE HE
CONSULTED WITH STAFF OF FACULTY OF FOREIGN TRADE AND
INSTITUTE OF TRADE, LECTURED TO STUDENTS THERE, VISITED
SEVERAL INDUSTRIAL FIRMS IN CROATIA AND HOTEL COMPLEX
NEAR PULA. ALSO LECTURED AT NEW UNIVERSITY OF OSIJEK, THE FIRST
AMERICAN TO DO SO SINCE IT ACHIEVED INDEPENDENT STATUS
IN JUNE.

2. IN BELGRADE, HAGLER GAVE TALK ON MARKETING INTERNA-
TIONALLY TO GROUP OF ABOUT 50 BUSINESSMEN AND OFFICIALS
INVOLVED IN FOREIGN TRADE AT BELGRADE CHAMBER OF ECONOMY.
HAD TALKS WITH CHAMBER OFFICIALS AS WELL AS WITH MEMBERS OF
INSTITUTE FOR FOREIGN TRADE, BELGRADE. ALL SHOWED
INTEREST IN FUTURE COLLABORATION WITH IMI.

3. HAGLER BELIEVES THESE ACTIVITIES CAN BE FUNDED
THROUGH ALREADY EXISTING PROGRAMS, SUCH AS AMSPEC
AND IVP, THEREFORE DOES NOT PLAN REQUEST SUPPLEMENTAL
FUNDING FROM DEPARTMENT. HE WOULD EXPECT YUGOSLAV SIDE TO
PROVIDE FUNDING FROM DEPARTMENT. HE WOULD EXPECT
YUGOSLAV SIDE TO PROVIDE INTERNATIONAL TRANSPORTATION FROM
THEIR PARTICIPANTS IN IMI SUMMER COURSE AND COVER PER DIEM
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OF US EXPERTS WHO COME TO YUGOALVIA.

4. AS RESULT OF TALKS IN ZAGREB, HAGLER AND HOSTS HAVE AGREED COOPERATE IN SETTING UP YUGOSLAV-AMERICAN MARKETING CENTER IN ZAGREB. IMI WILL FACILITATE YUGOSLAV'S ACCESS TO CASE STUDY FILES IN US, WILL ALSO TRY LOCATE AMERICAN EXPERTS TO ACT AS ADVISORS. FACULTY OF FOREIGN TRADE PLANS ORGANIZE COURSE ON ADVANCED MARKETING MANAGEMENT DURING 1976 IN COOPERATION WITH IMI.

5 HAGLER VISIT VERY USEFUL IN ENABLING POST IMPROVE AND EXPAND CONTACTS WITH IMPORTANT ECONOMIC INSTITUTIONS AND FOR SUBSTANTIAL CONTRIBUTION IT MADE TO ADVANCING MARKETING IN YUGOSLAVIA AND FOUNDING A YUGOSLAV-AMERICAN MARKETING CENTER IN ZAGREB. FUTURE DEVELOPMENT OF MARKETING CENTER HERE DEPENDS MAINLY ON INITIATIVE OF YUGOSLAV SIDE. POST WILLING TO ASSIST WITH IV OR AMSPEC GRANTS, BUT BELIEVE SUBSTANTIAL FINANCIAL SUPPORT FOR PROJECT MUST COME FROM YUGOSLAV SIDE IF IT IS TO BE REALLY VIABLE. UNDERSTAND HAGLER AND SENEIC PLAN CORRESPONDENCE TO DEVELOP DETAILS OF PROJECT: WOULD APPRECIATE HAGLER'S KEEPING POST ADVISED OF FURTHER DEVELOPMENTS. SILBERMAN

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